



Atty. Dkt. No. 062834-0182

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: George H. HOFFMAN, et al.

Title: SYSTEM, METHOD AND  
COMPUTER PROGRAM  
PRODUCT FOR DATA-SPECIFIC  
ADVERTISING IN A SUPPLY  
CHAIN MANAGEMENT  
FRAMEWORK

Appl. No.: 09/815,893

Filing Date: 03/23/2001

Examiner: Florian M. Zeender

Art Unit: 3627

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MAR 31 2004

**GROUP 3600**

**INFORMATION DISCLOSURE STATEMENT**  
**UNDER 37 CFR §1.56**

Commissioner for Patents  
PO Box 1450  
Alexandria, Virginia 22313-1450

Sir:

Submitted herewith on Form PTO/SB/08 is a listing of a document known to Applicants in order to comply with Applicants' duty of disclosure pursuant to 37 CFR §1.56. A copy of each listed document is being submitted to comply with the provisions of 37 CFR §1.97 and §1.98.

The submission of any document herewith, which is not a statutory bar, is not intended as an admission that such document constitutes prior art against the claims of the present application or that such document is considered material to patentability as defined in 37 CFR §1.56(b). Applicants do not waive any rights to take any action which would be appropriate to antedate or otherwise remove as a competent reference any document which is determined to be a *prima facie* art reference against the claims of the present application.

03/31/2004 AHAB11 00000998 09815893

180.00 DP  
02 FC:1806

**TIMING OF THE DISCLOSURE**

The listed document is being submitted in compliance with 37 CFR §1.97(c), before the mailing date of either a final action under 37 CFR §1.113, a notice of allowance under 37 CFR §1.113, or an action that otherwise closes prosecution in the application.

**RELEVANCE OF EACH DOCUMENT**

All of the documents are in English.

Applicants respectfully request that any listed document be considered by the Examiner and be made of record in the present application and that an initialed copy of Form PTO/SB/08 be returned in accordance with MPEP §609.

**FEE**

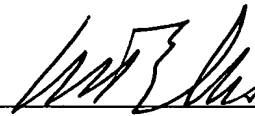
A fee in connection with submission of an information disclosure statement under 37 CFR §1.97(c) in the amount of \$180.00 in accordance with 37 CFR §1.17(p) is attached.

The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 CFR §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 19-0741. Should no proper payment be enclosed herewith, as by a check being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 19-0741.

Respectfully submitted,

Date March 30, 2004

By



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Substitute for form 1449B/PTO				<b>Complete if Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> Date Submitted: March 30, 2004 (use as many sheets as necessary)				Application Number	09/815,893
				Filing Date	03/23/2001
				First Named Inventor	George H. HOFFMAN et al.
				Group Art Unit	3627
				Examiner Name	Florian M. Zeender
				Attorney Docket Number	062834-0182
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U.S. PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
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Examiner Signature

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<sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

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STATEMENT BY APPLICANT**

Date Submitted: March 30, 2004

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Sheet 2 of 2

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**U.S. PATENT DOCUMENTS**

U.S. Patent Document					
	2002/0198759	A1	Gilday et al.	12-26-2002	<b>RECEIVED</b> <b>MAR 31 2004</b> <b>GROUP 3600</b>
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**FOREIGN PATENT DOCUMENTS**

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		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				

**NON PATENT LITERATURE DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.) date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>6</sup>
		Noori, Hamid; Production and Operations Management; Total Quality Responsiveness; McGraw-Hill; 1995; pages 422-519	
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Considered

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